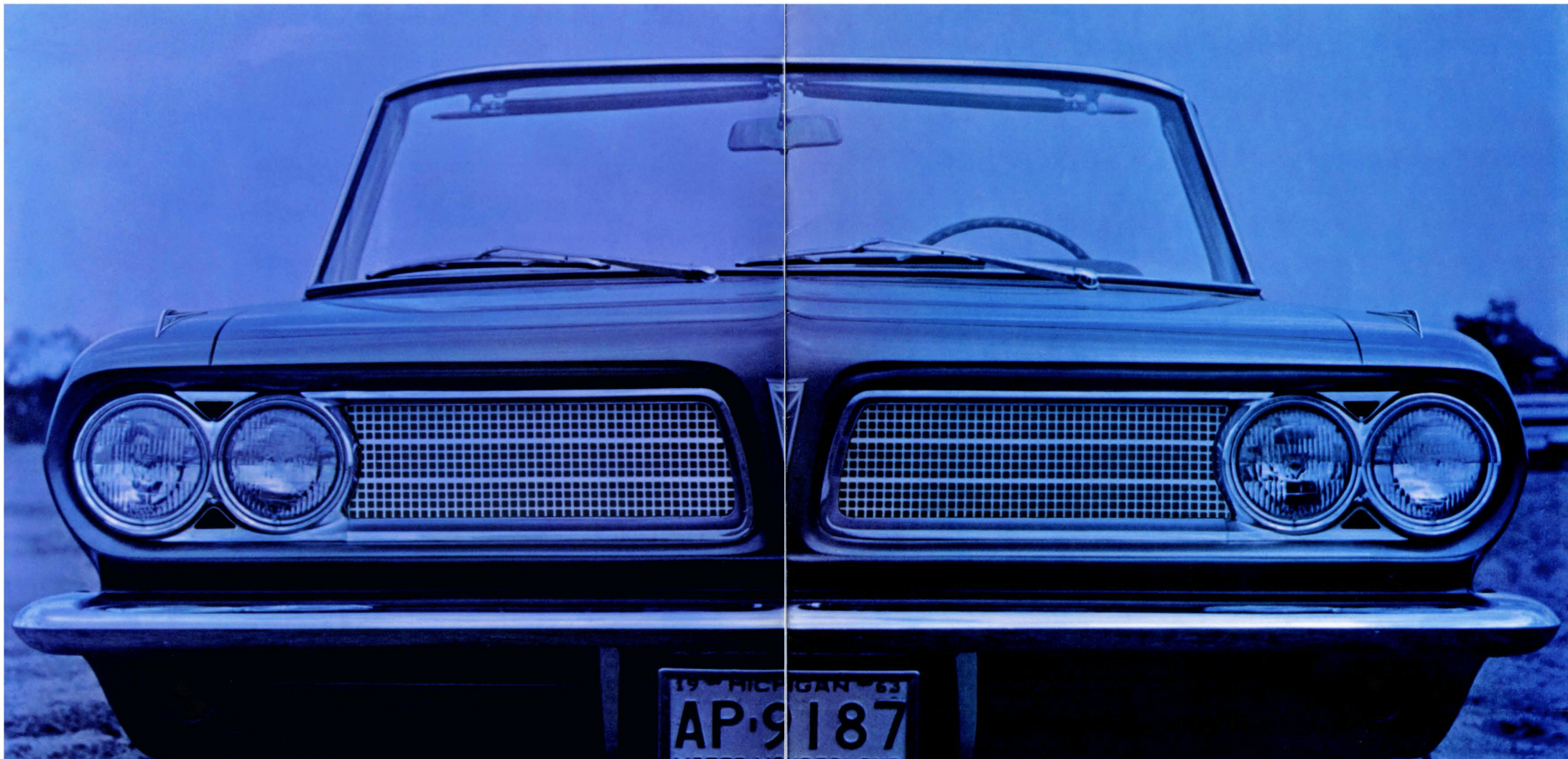




You demand beauty? Expect luxury? You're hard to impress? This is your year! '63 Pontiac Tempest



A faded, light blue version of the same Ford Mustang coupe image, showing the front view with dual round headlights and a chrome grille. The car is positioned in the upper half of the page, with a blurred background.

What's new with Tempest this year? Not enough to change the superb driving qualities of the car. Just enough to make it thoroughly desirable. To start with, Tempest is still America's only front-engine, rear-transmission car—so it's beautifully balanced. The spunky 4-cylinder engine is still with us. So are 15-inch wheels. As for changes, the big one's in the styling. You'll see what we're talking about as you go through this book. You'll like it, we're sure. The suspension's been redesigned to give you a smoother, more comfortable ride. We've added a rousing 260-hp V-8 to our extra-cost-option list, too. Self-adjusting brakes, a Delcotron a.c. generator, a bigger fuel tank and a wider track are standard. How's that for exploding the myth that cars have to be expensive to act it—and look it?

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Floor-mounted gearshift is standard. Naturally



Le Mans Coupe—what color did you say you like? Choose from 15



All-vinyl (except for rugs, of course) and five color schemes



"Can't you stop talking about that Tempest for a minute?"



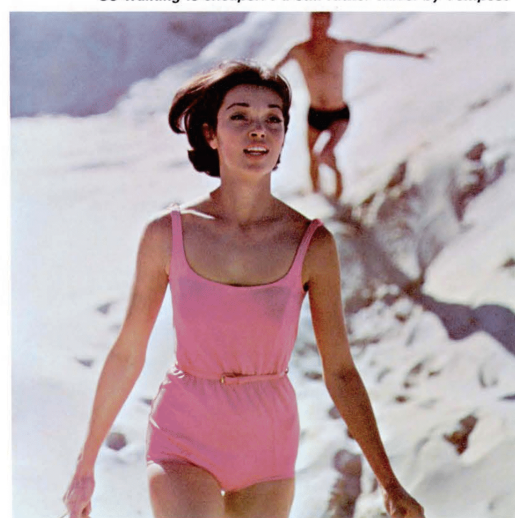
Le Mans Convertible—bucket seats, power top. It would be a sports car, except it has a full rear seat and great expanses of luggage space



Sports Coupe—If this one were yours, we bet you wouldn't leave it sitting on a beach. It's too much fun to drive



Rich fabrics, vinyl, carpeting—in 4 color teams. Beautiful



We put all that legroom in Tempest and look what happens



Everybody's entitled to at least one convertible. A Tempest

"So walking is cheaper. I'd still rather travel by Tempest"



You can't turn a back road into a freeway—but our new ride comes awfully close! Here you are, busy admiring our cars, and here we go interrupting. But there's something we just have to say: the '63 Tempest rides as beautifully as it looks. Tempest's smoothness started when we put the engine up front and the transmission in the rear. This makes for perfect weight distribution, perfect balance. In other words, you don't have a big heavy package of engine and transmission all lumped together, pulling the car's nose down when you brake, or causing tail whipping on sharp turns. Who else builds cars like this in America? Nobody. But we didn't stop there. Our engineers have come up with something they call "compliance". What it means is that the wheels—all four of them—move forward and backward (as well as up and down) when you smack a bump. That way, the wheels, not you, give a little with road shocks. You just sit there, enjoying yourself and thinking, "My, what a nice smooth road this is."

Tempest doesn't quit there, though. Those big 15" wheels (most cars this size have 13" wheels) are still standard equipment, so you get longer tire life as well as a smooth, smooth ride. (Lots of people think they even look better. Who are we to argue?) And our engineers have put insulation—the thick, cushiony, squeak-absorbing kind—in places other cars forget, so your ride is quieter. We've added a couple of other nice touches, too, to make you feel like you'd never left home when you're out in a Tempest. A Delcotron a.c. generator that keeps your battery full of life even in gluey traffic. Self-adjusting brakes (tap the pedal when you're in reverse and voilà! adjusted brakes). A "Park" position for our automatic transmission. An air conditioner that we'd like to show you a picture of, except that it nestles so neatly under the dash that there's practically nothing to photograph. (That's what's so good about it, not counting the way it keeps you cool.) All in all, acting like a high-priced car is getting to be a habit with Tempest.

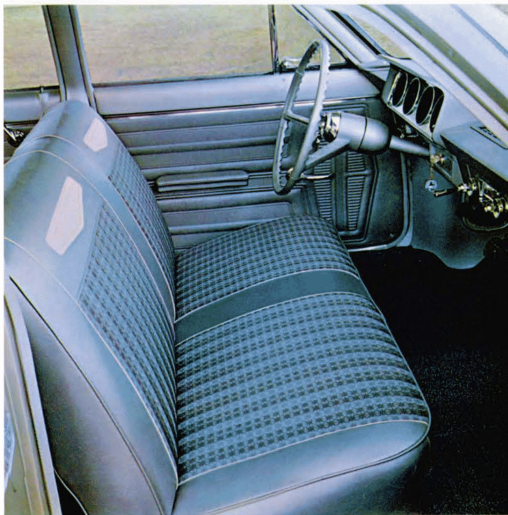
"Don't tell me a coupe can't be glamorous and thrifty too"



Who'd guess this was the low end of the Tempest price line?



Tempest Coupe—about as sensible as they come. That's our plan



Lots of nice color schemes inside, and every one a beauty



Some people swear by 4-Doors—and with a car like this, it's no wonder. Tempest 4-Door Sedan

Do you think wagons are all work and no play?



With rear seat flat and lift gate closed, the load floor is over 7' long



*If you pasted nine of these
white squares together
end to end, you'd see
how wide a Tempest
wagon's tailgate open-
ing is. Pretty wide, eh?*

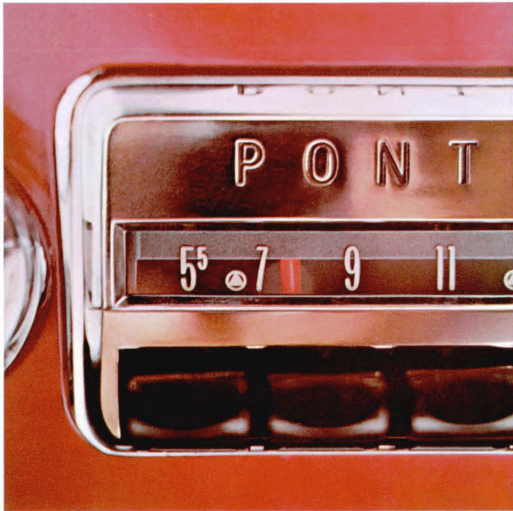


Wait till you see the choice of interiors.

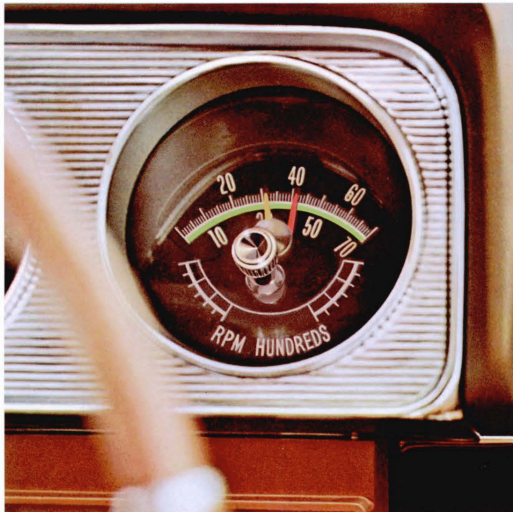


Surprise! This one can carry 72.2 cubic feet of stuff and still ride and handle beautifully. Safari Station Wagon

Optional equipment? You want optional equipment? We have it: a tonneau cover & custom wheel covers & power steering & transistorized



radios, both manual and push button & a clock & 4-speed transmission & tachometer & automatic transmission & a console, & a fine new air

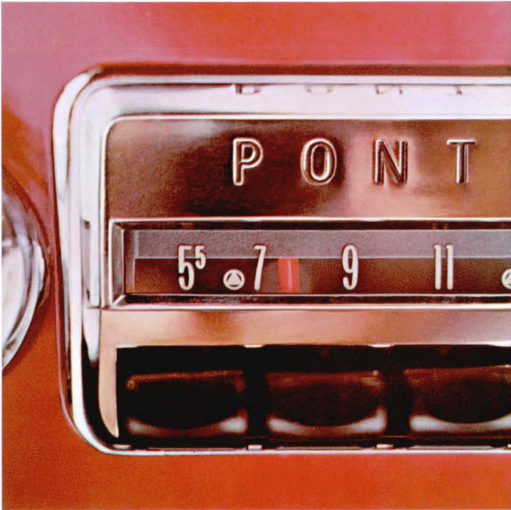


conditioner (see the air-conditioned kids?) & all kinds of things that make driving happier. Worth every penny.

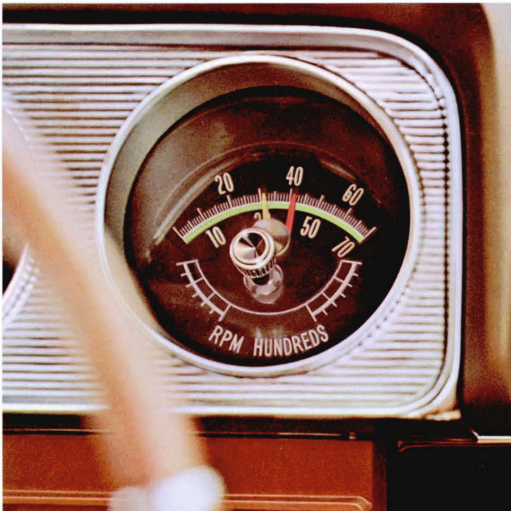


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Come have a ball with us! We had our fun designing and developing the engines for our '63 Tempest. Now you get to enjoy them—and we're not sure who got the better deal. The biggest news is our V-326—a 260-hp V-8 that turns a Tempest into a really rousing road machine. We'll give you the specifications in a minute, but frankly, you'd do better to try it out. Unless you've got a whale of an imagination, numbers and such are a pretty pale intimation of what's in store for you. Now, does this mean we've abandoned our faithful 4? No sir. It's far too amiable for that. About the only people who'd be glad to see it go are people who sell gasoline. Now for the specs: Both engines, V-8 and 4, share certain features. They're both short-stroke overhead valve plants mounted up front. They're both liquid cooled, with aluminum alloy tin plated pistons, an alloy cast iron block, 5 main bearings and a 37-amp Delcotron a.c. generator. The rest of the story is in our chart.

	Carburetor	Compression Ratio	Max. Brake Horsepower	Max. Torque	Std. Rear Axle Ratio
194.5 cu. in. 4 (Bore 4.06", Stroke 3.75")					
manual trans.	1-Barrel	8.6:1	115 @ 4000	195 @ 2000	3.30:1
automatic trans.	1-Barrel	8.6:1	115 @ 4000	195 @ 2200	3.09:1
					3.30:1 Safari, Convert.
Optional premium fuel engines available as indicated					
manual trans.	1-Barrel	10.25:1	120 @ 3800	204 @ 2000	3.30:1
automatic trans.	1-Barrel	10.25:1	140 @ 4400	209 @ 2200	2.91:1
					3.30:1 Safari, Convert.
automatic or manual trans.	4-Barrel	10.25:1	166 @ 4800	217 @ 2800	3.30:1
326 cu. in. V-8 (Bore 3.72", Stroke 3.75")	2-Barrel	10.25:1	260 @ 4800	352 @ 2800	3.09:1 man
					2.91:1 auto.

2.53:1, 3.36:1, 3.78:1 and 3.06:1 Rear Axle Ratios available on special order

Things (like measurements) we haven't mentioned yet. We put some men to work with tape measures and look what they brought back: Outside: Tempest's wheelbase is 112 inches. Overall length is 194.3 inches. Tread is 57.3 inches in front and 58 at the rear—which adds up to a new Wide-Track for Tempest. And that adds up to new stability on the road for you. Tempest is 74.2 inches wide overall, just in case you have a garage that's 75 inches wide. Heights (with passengers) line up like this: Sedan, 54 inches; Safari, 55.3; Coupe, 53.6; Convertible, 54.2. Coupe and Sedan trunks have 14.1 cu. ft. of usable luggage room. Inside: We start out by putting oceans of room in all our models. But in some of them we find space for an inch or two more. See?

NOTE: All optional model features, including air-conditioning, are available on some models. All optional equipment is available on all models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to those same on cars built prior to date of such change. *Available on Safari, Safari only.

Have you made up your mind which Tempest you like best? You want them all? Well, we can't say as we blame you

	Sedan	Coupe	Sports Coupe (a)	Safari	Convertible (a)
Eff. Leg Room	40.6	40.6	40.7	40.6	40.8
Front (max.)	34.1	34.7	34.7	35.8	33.1
Rear (min.)					
Eff. Head Room (Seat Depressed)					
Front	38.1	38.1	38.1	38.6	39.1
Rear	37.2	36.7	36.7	37.8	37.4
Hip Room					
Front	58.6	58.5	58.5	58.6	58.5
Rear	58.3	57.5	57.5	58.2	47.4
Seat Height					
Front	10.5	10.5	10.3	10.7	10.7
Rear	12.1	12.9	12.8	12.6	12.6

(a) Le Mans models vary slightly due to trim differences. Measurements in inches, naturally.

Station Wagon Lovers:

Floor length—rear seat up, tailgate closed	53.1"
Floor width	44.1" min., 56.7" max.
Height, max. (at rear axle centerline)	31.0"
Rear opening width (at floor)	49.5"
Rear opening height (at centerline)	29.1"
Cu. ft. load space above floor—2nd seat flat	72.2
Cu. ft. compartment below floor	2.4

Shift! All of our transmissions are rear-mounted (for better balance with engine weight). The 3-speed floor lever shift for the 4 sports ratios like this: 1st, 2.94:1; 2nd, 1.68:1; 3rd, 1.00:1; Reverse, 3.33:1. For the V-8, it's 1st, 2.47:1; 2nd, 1.53:1; 3rd, 1.00:1; Reverse, 2.80:1. The fully-synchronized 4-speed box (available with 4-cylinder engine only) lines up in this fashion: 1st, 3.65:1; 2nd, 2.35:1; 3rd, 1.44:1; 4th, 1.00:1; Reverse, 3.66:1. Our three-element torque converter Automatic has these ratios: Drive, 1.76:1 and 1.00:1; Low and Reverse, 1.76:1. Total torque multiplication: 4.22:1 with the 4, 3.87:1 with the V-8. For clutch measurers: The clutch diameter on 4-cylinder engines is 9.5 inches. On the V-8, it's 10.4 inches. Did you really care? Some people do. Brakes: They're hydraulic, internal expanding brakes with a 9 inch drum diameter and total lining area of 130.3 square inches, which is considerably more than last year. Rear axle & suspension: Tempest's rear axle, as you probably know, is a trans-axle, with swing axle shafts. Suspension comes from independent coil springs all around. Fill 'er up! If your gas tank ever runs dry (which would take some doing), you'd need 20 gallons to fill it up. The 4's cooling system takes 12.6 quarts, the V-8's 20.5. A refill of engine oil takes 4 quarts—5 with filter. changes at any time without notice or color, materials, equipment, specifications, prices and models—and also its distinctive models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to those same on cars built prior to date of such change. *Available on Safari, Safari only.

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NOTICE: All options noted herein, including whitewall tires, special Custom Trim, radio and luggage rack*, illustrated on some models, are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make

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Litho in U.S.A. by Tempest-lovers. Isn't everybody?